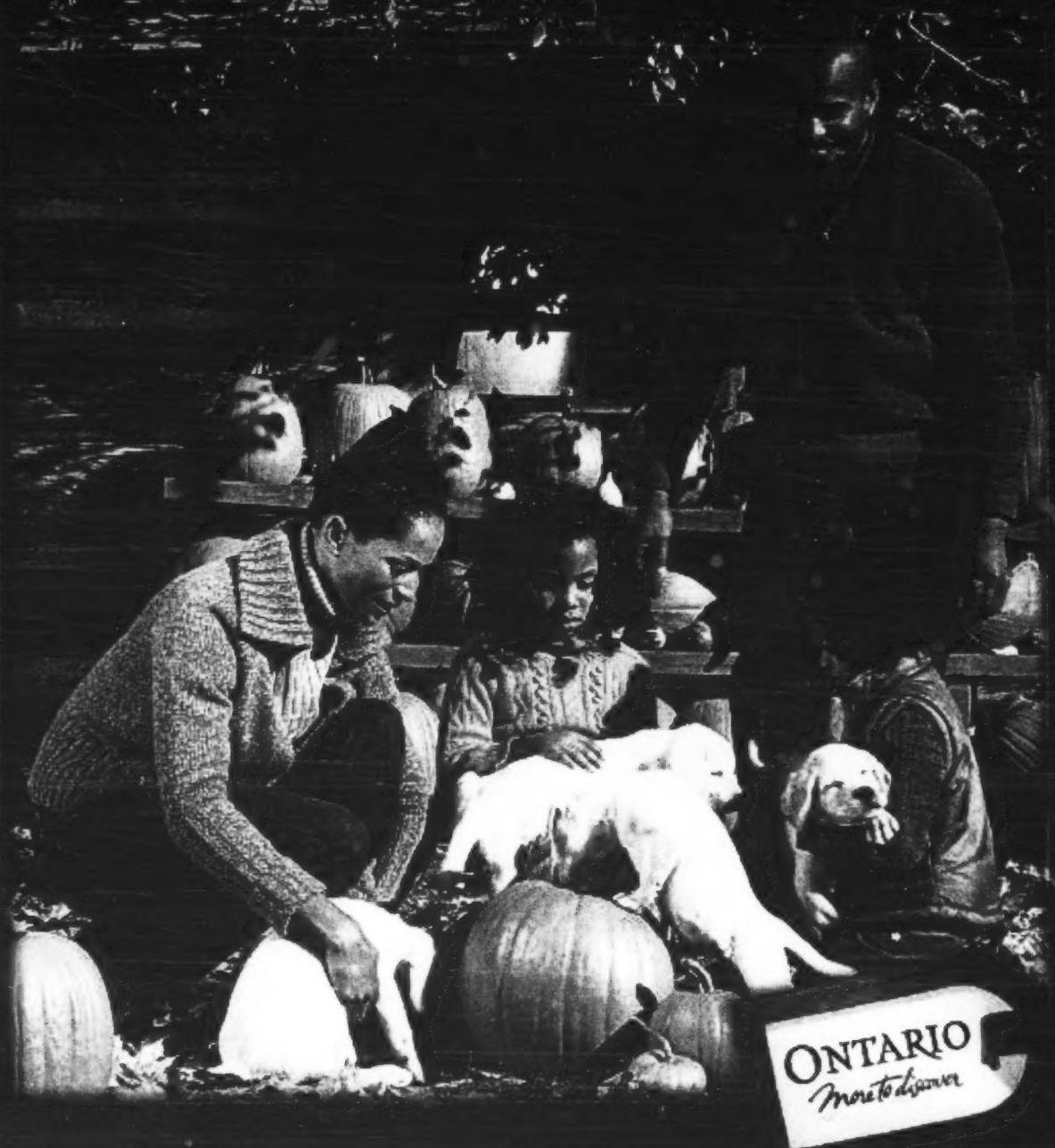


ONTARIO TOURISM MARKETING PARTNERSHIP CORPORATION

# Marketing Update

FALL 2005



# Marketing Update



## Message from the President and CEO

One of the things I love about Ontario is the changing seasons. Summer is over but that does not mean the fun has to end. I think fall is an ideal time of year; it offers endless ways to transform under its spell and renew our commitment to presenting Ontarians and visitors our very best travel experiences.

This fall we are focusing our efforts on innovative ways to convince Americans to visit Ontario. Already we are enjoying good reviews on the *Ontario Showcases* staged in Buffalo and Detroit. Our "See it. Feel it. Discover it" interactive exhibition of 'all the best of Ontario' featured demonstrations, entertainment, wine and culinary experiences by 60 amazing and diverse industry partners under grand pavilion tents. Think of the Showcases as a fall sampling for our neighbours with our partners. Some of them share a few words about their own experiences:

*"We had a wonderful experience and could not be happier with the way things went."* Brian Froud, Casa Loma

*"Incredible constant crowd flow. Great receptive response to brochures and trip planning to Ontario."* Terence Brandon, Ontario's Finest Inns

Personally, the positive rapport I enjoyed while meeting many Americans confirmed we had succeeded in putting Ontario top-of-mind.

Equally exciting this fall is the one-year milestone anniversary celebration of our magazine *Ontario Travel Discoveries*. Our move from 'information to inspiration' – as the key driver of consumer publications content – has been met with tremendous success. We are very excited about a new partnership with Roots stores who will be distributing our magazine this winter.

One of the parts I like most about my job is travelling our great province and having the opportunity to meet with stakeholders. My recent trips to Northern Ontario provided many incredible Ontario moments and a deeper appreciation of the region's tourism importance to the province. Heartfelt thanks go to my many hosts who shared their knowledge and northern hospitality.

I am very excited about the *2005 Ontario Tourism Marketing Summit*, October 19th and 20th – our inaugural event to recognize the importance of the tourism industry. It is also when tourism operators will take centre stage as we recognize excellence and innovation. Through seminars, panel discussions and keynote speakers we promise everyone will benefit from new ideas and collaborative opportunities.

Be assured that throughout the fall, OTMPC will continue to work with you to create innovative partnered programs that sell Ontario.

**Sandra McInnis**  
President and CEO

# A Northern

On my September trip to the north, I was able to visit Sault Ste. Marie, Sudbury, Kirkland Lake, Cochrane and Timmins; I also met with many of our northern partners the first week of October in Dryden, Fort Frances and Kenora. I will also be attending the Northern Committee Meeting November 1st, 2nd and the NOTO Conference, November 3rd in Sault Ste. Marie. On a personal note, I would like to congratulate Ted Day, who has recently been appointed Director, Northern Marketing with OTMPC.

*Sandra*



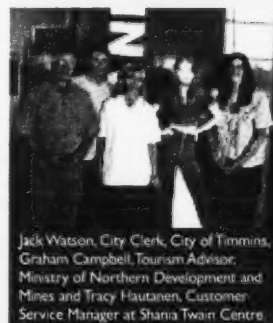
Meredith Armstrong, Coordinator - Partners in EcoAdventure Tourism (PEAT) and Project Coordinator - Sudbury Discoveries; Ted Day, Marg Watson, Owner-Operator, Sudbury Aviation; Rob Skelly, Manager of Tourism, Culture and Marketing, City of Greater Sudbury at Ramsay Lake.



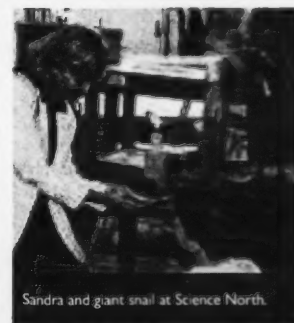
With Ted Day, Director of Marketing (Northern Office), and Frank Roch, Tourism Coordinator of Timmins, at the Shania Twain Centre.



With Don Sudholme, Director of Corporate Services for the Town of Kirkland Lake, at the Museum of Northern History.



Jack Watson, City Clerk, City of Timmins, Graham Campbell, Tourism Advisor, Ministry of Northern Development and Mines and Tracy Hautanen, Customer Service Manager at Shania Twain Centre.



Sandra and giant snail at Science North.

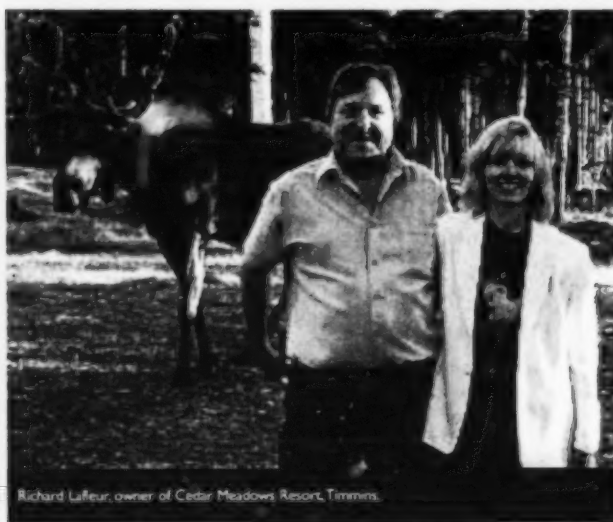
# Journal



J.P. Ouellette, Clerk and Community Development Manager, Town of Cochrane, at Cochrane's Polar Bear Habitat.



At Andy Lake Resort near Kenora with Ted Day, Marc Bechard, Judy Bechard and Frank Bastone, Ministry Northern Development and Mines.



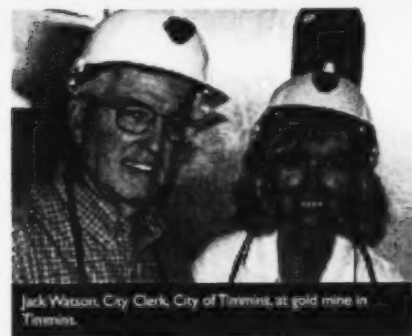
Richard Lafleur, owner of Cedar Meadows Resort, Timmins.



Ian McMillan, Executive Director-Tourism, Tourism, Sault Ste. Marie; Patti Kidd, Coordinator of Meetings, Conventions and Sport Tourism, Tourism Sault Ste. Marie; Don Johnson, Manager, Canadian Bushplane Heritage Centre at the Bushplane Museum in Sault Ste. Marie.



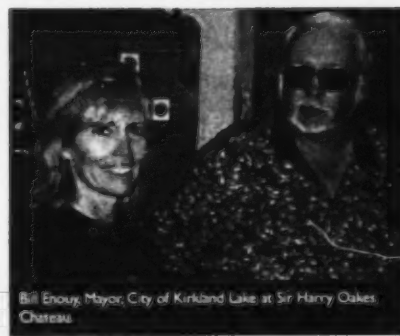
Don Stoutholme, Director of Corporate Services, Town of Kirkland Lake; Nancy Allick, CEO, City of Kirkland Lake; and Claude Aumont, Partnership Coordinator (Northern Office), OTMPC at Hockey Heritage North in Kirkland Lake.



Jack Watson, City Clerk, City of Timmins, at gold mine in Timmins.



Rob Skelly, Chair of Northern Tourism Marketing Committee and regional stakeholders discussing current issues.



Bill Enouy, Mayor, City of Kirkland Lake at Sir Harry Oakes Chateau.



On tour of artist exposition in Cochrane with Mayor Lawrence Martin.



Jim Marchbank, CEO of Science North and David Courtemanche, Mayor of City of Greater Sudbury.



Cutting wood with Jerry Miller at Polar Bear Conservation Habitat and Heritage Village.

# Fall Campaigns

## Advertising



Fall newspaper

Buffalo, while unique radio ads complemented newsprint in Quebec. All communications direct consumers to [www.ontariotravel.net/fall](http://www.ontariotravel.net/fall)

## New Buffalo and Detroit Loved Ontario Showcase!

OTMPC's fall 'See it. Feel it. Discover it' Showcase of great Ontario experiences entertained huge crowds of U.S. consumers. The *Welcome to Ontario Canada Showcase* was a new feature of the 8th Annual Chrysler Arts, Beats and Eats Festival, September 2-5, attracting more than one million visitors. Four large pavilion tents were alive with Ontario culture, arts, contests, concerts, music, wine and culinary and family fun.

For September 24, 25, the *Ontario Showcase* moved to Western New York's 9th Annual Great Pumpkin Farm Fall Festival where attendance was over 35,000.

Through radio, television and print, the Detroit event alone generated PR value estimated at \$715,012 CDN.

Our goal of literally 'taking the Ontario experience to market' was exceeded, according to our partners:



Ontario Showcase: Our mounties are a big hit, with kids.

Autumn in Ontario is a fabled time of year for visitors. Using a mix of television, co-op newspaper ads, micro sites, on-line advertising and consumer events, OTMPC hit the ground running in Ontario, Montreal and U.S. border markets. For U.S. markets, billboards and radio were added to new *Ontario Showcases* in Detroit and

"Excellent set-up and show... went through 30,000+ brochures..." Marty Rice, Tourism London

"Arts, Beats and Eats exceeded my expectations... there is no ballet company in Detroit... they loved the info..." Tracey Ducharme, National Ballet of Canada

## Delectable Travel to Savour Ontario

Ontario's new Savour Ontario program includes 18 partners enticing consumers to feast their way around Ontario. To date, 18,424 entries have been submitted for our Ultimate Wine and Culinary Escape contest. Catch the on-line ads this fall on two top consumer sites – HGTV.ca and Chatelaine.com or go to [www.ontariotravel.net/savour](http://www.ontariotravel.net/savour) to view our tempting menu of experiences.

Inside the autumn issue of the esteemed *Food and Drink* magazine are 350,000 copies of Savour Ontario's new *Food and Wine Getaways* brochure. The publication was also available to *Ontario Showcase* audiences in Western New York and Detroit.



A sample of our menu of tempting getaways across Ontario.

## New Travellers Encouraged to Head for Resorts Ontario Country

For years, OTMPC and Resorts Ontario have teamed-up to lure consumers towards the adventure, relaxation and family fun of resort settings. The latest co-promotion invites affluent couples and families to experience the diverse and spectacular tradition of fall resort breaks to golf, hike, dine and rejuvenate.

One million copies of a new getaway insert targets Greater Toronto Area prospects via newspaper and direct mail. The web site [www.resorts-ontario.com](http://www.resorts-ontario.com) provides seamless integration including all fall experience categories profiled in the consumer promotion with click-throughs to package details and partner sites. This is further integrated with OTMPC's *Great Fall Drives* promotion with routes highlighted in the Resorts Ontario insert and a badge linking back to [www.ontariotravel.net/greatdrives](http://www.ontariotravel.net/greatdrives)

## New Ontario's Finest Inns

Ontario's Finest Inns (OFI) has big plans to tuck more people in. OFI has produced a 'dream' guide that they feel confident high-earning consumers will turn to first when planning wine and culinary, golf, spa and romantic escapes. To continue feeding prospect lists, sections of [www.ontariosfinestinns.com](http://www.ontariosfinestinns.com) have been created or updated as rapid links to our *Great Fall Drives* experiences. This will help expand the OFI loyalty programme with partnered contests expected to yield more e-marketing contacts.



# Fall Campaigns

## Great Fall Drives Take Touring to the Next Level

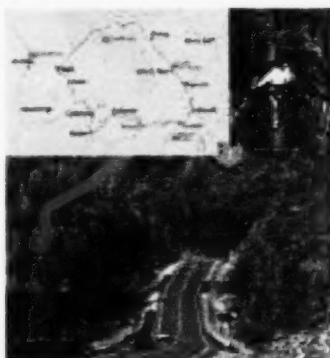
The 'wow' factor of fall has been captured in the new 32-page, *Ontario Great Fall Drives* booklet and distributed to select readers of the September issue of *Leisureways Magazine*.

### a palette of colour

**DISCOVERING A NEW WORLD** With autumn in full swing, the province's most beautiful scenery is on display. The *Ontario Great Fall Drives* booklet is a must-have for anyone looking to experience the province's most beautiful scenery. The booklet is available for free download from [www.ontariotravel.net/greatdrives](http://www.ontariotravel.net/greatdrives).

### LOOK INSIDE

The *Ontario Great Fall Drives* booklet is a must-have for anyone looking to experience the province's most beautiful scenery. The booklet is available for free download from [www.ontariotravel.net/greatdrives](http://www.ontariotravel.net/greatdrives).



A look inside Ontario Great Fall Drives

The guide highlights stops and activities plus fantastic day and overnight packages. An alliance of 19 DMOs, Ontario's Finest Inns, AVIS, Resorts Ontario, Choice Hotels and Ontario Parks are collaborating with OTMPC to present this new campaign. Expanding the guide's offers, 60 additional packages are also featured at [www.ontariotravel.net/greatdrives](http://www.ontariotravel.net/greatdrives)

AVIS is supporting the programme with reciprocal links from the [www.avis.com](http://www.avis.com) homepage and 'deals' section, along with e-blasts to their Weekender Loyalty Club members.

## Fall Micro Site

This micro site, [www.ontariotravel.net/fall](http://www.ontariotravel.net/fall), integrates *Ontario Travel Discoveries* magazine and mass media by highlighting signature seasonal offerings. The site features fall experiences from industry partners across Ontario.



[www.ontariotravel.net/fall](http://www.ontariotravel.net/fall)

## Travel Trade

Showcasing Ontario's product through seven FAM tours, OTMPC worked with over 50 partners to create successful first impressions. Benefits were reaped well into the fall: one FAM tour alone (AAA) has seen 137 trips booked to Niagara Falls and 1,900 "trip tiks" into Niagara.

As part of our integrated Quebec strategy, our partnership with CAA Quebec, which includes 18 Ontario packages, has to date resulted in over \$450,000 in revenues.

## Ontario Magazine Anniversary

The release of the Fall 2005 edition of *Ontario Travel Discoveries* marks its first anniversary issue. This is a milestone event in OTMPC's integrated marketing strategy to enhance the province's image as an exciting and preferred travel destination for domestic prospects.



Ontario Travel Discoveries double page spread

How are we doing one year later? Perhaps the words of our partners and readers say it best:

*"You've done it again, but even better. Just spectacular. This has gotten into the Condé Nast category. Congratulations."*  
Gary Forma, Ontario Parks

*"Congratulations on the superb anniversary issue of Ontario Travel Discoveries. Very, very creative and easy to read. Well done!"* John Egan, Eganridge Inn and Spa

*"I want to congratulate you and the publishers of Ontario Travel Discoveries on its first anniversary issue. Not only is it beautifully laid out, the content was both informative and engaging. The photographs were also beautiful. Thank you and continued success...Happy Anniversary!"*  
Hamlin Grange, Ontario Travel Discoveries reader, Toronto

## Ontario in the News

Many aspects of Ontario travel are centre stage this fall during major North American media events. Highlights included the exclusive 26th Annual New York Media Luncheon, October 6th. Editors from print powerhouses such as *The New York Times*, *The New York Daily News*, *The New York Post* and signature magazines – *Saveur*, *Town & Country* and *National Geographic Traveler* – were in attendance.

OTMPC's 5th Annual San Francisco Wine Reception and Dinner takes place November 3rd. 'By invitation-only' guests include 15–20 of the city's top travel, food and wine journalists.

This fall, OTMPC and Prince Edward County are proud to host Valerie Pringle of CTV's *Valerie Pringle Has Left the Building*.



Jared Barclay, photojournalist and radio personality at table with Helen Lovekin, OTMPC Media Relations.

Joseph Rosendo and his PBS crew will shoot a travel segment in historic Moose Factory while Beverley Mann, on assignment with *Copley News Service*, will visit the Niagara region. *Copley* is a syndicate that feeds news and features to almost 1,500 U.S. media.

# COMING THIS WINTER – North America

## Winter Campaign

What better time to take a resort getaway or book an exciting urban theatre package than winter? We've created a winter campaign that integrates television, web, festivals and events in Ontario.



Television screen grab: Winterlude



Television screen grab: Ontario outdoor and resort experiences

Two 30-second TV spots showcasing winter fun at Ottawa's Winterlude as well as outdoor and resort experiences, will air for three weeks in all major Ontario markets, starting January 9, 2006.

## Winter Micro Site Beckons

A dynamic seasonal micro site will support our winter campaign launch in early December. Leveraging *Ontario Travel Discoveries'* winter editorial and our consumer advertising efforts, the site will be promoted through e-marketing, contests and on-line ads compelling consumers to select Ontario as their first choice for winter fun, adventure and excitement.

## Partner Program with Blue Mountain



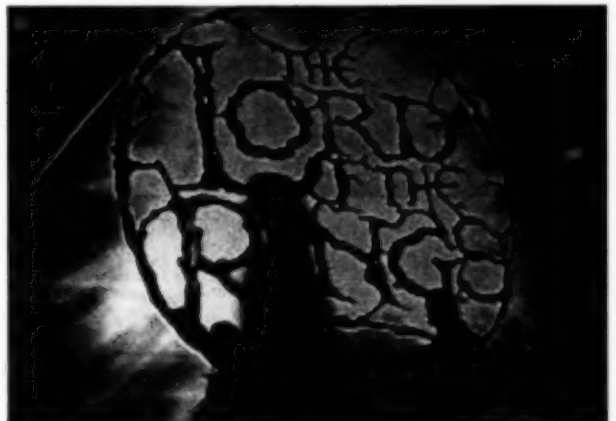
Last winter: Newspaper

Based on the success of last year's program, OTMPC will partner with Blue Mountain to promote winter fun in U.S. near markets.

*"The Village at Blue Mountain saw positive results in U.S. visitation as a result of its partnership with OTMPC. Michigan lift and lodging stays, increased by 20% in February alone including desirable midweek growth." Bev Philp, Blue Mountain*

## New Middle-Earth Comes to Toronto

Together with presenting partner Mirvish Productions, OTMPC will focus on the world premiere of *The Lord of the Rings* (LOTR), opening February 2, 2006 at Toronto's Princess of Wales Theatre. LOTR is the biggest theatrical production ever staged and only Ontario's got it! A three-week newspaper campaign begins February in Buffalo, Cleveland, Rochester and Detroit.

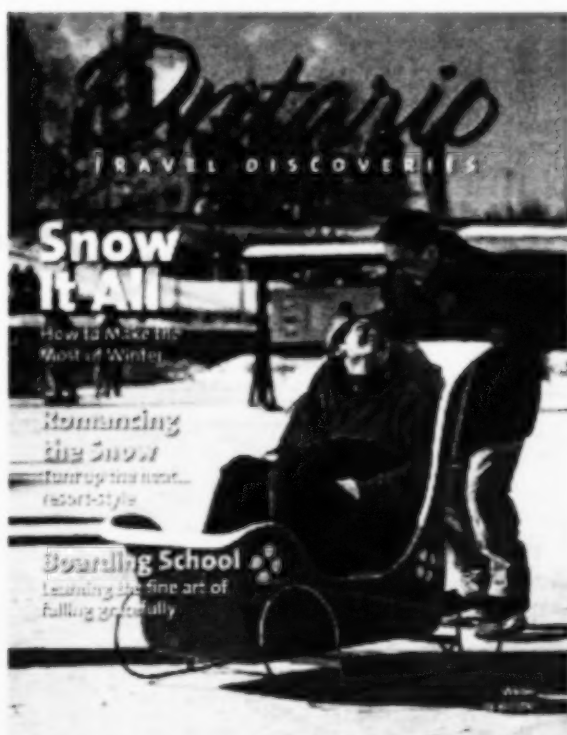


Lord of the Rings promotional image: A hint of things to come

# COMING THIS WINTER – North America

## *New* Roots Carries Ontario Travel Discoveries

Roots, a world leader in authentic athletic clothing and one of Canada's most recognizable brands, is now an *Ontario Travel Discoveries* magazine partner. Roots will distribute 75,000 copies of the winter issue in 40 of its Ontario stores beginning in December. Additionally, *Ontario Travel Discoveries* will be distributed through select Ontario newspapers across the province.



Ontario Travel Discoveries Winter 2005/06

## Meeting and Convention Planners Ready for Ontario

OTMPC's participation in the Society of Incentive and Travel Executive's (SITE) international conference is notable – Toronto is host city to more than 500 delegates November 3–6. European Incentive, Business Travel and Meetings (EIBTM), the global meetings and incentives exhibition, connects 6,000 incentive and business travel buyers in Barcelona, November 29–December 1; Ontario will have representation to create business opportunities. On January 9th, Team Ontario hosts more than 3,000 planners during Ontario Day at PCMA's 50th Annual Meeting in Philadelphia.

## North America Trade Activity Robust for 2005–06

In the upcoming months, we will be attending trade conventions to meet suppliers face-to-face during timed appointments, or as a sponsoring member, to sell Ontario experiences.

Attendance from Ontario at these conferences range from 100 to over 200 partners. Ontario receives high profile with North American tour operators through our exclusive tour operator events. Key winter convention dates are:

Oct. 23-Oct. 26	Ontario Motor Coach Association (OMCA) Marketplace and Conference, Toronto
Nov. 4-5	National Tour Association (NTA) Annual Convention, Detroit
Dec. 4-5	United States Tour Operators Association, Cancun, Mexico
Feb. 3-6, 2006	American Bus Association (ABA) Marketplace, Nashville

The following is only one example of a total of seven Joint Marketing Agreements (JMA) we have with national tour operators. Our efforts to date have already confirmed over 12,000 room nights in Ontario with revenues of over \$2 million.



Joint Marketing Agreement (JMA) with Yource Holidays

Two Ontario winter events made the American Business Association's (ABA) prestigious annual list of top 100 events: Royal Agricultural Winter Fair and Niagara Icewine Festival.

# Northern Ontario

## Keys to Success in the North

Spearheaded by OTMPC and Industry Canada/FedNor, the *Strategic Tourism Development and Marketing Partnership for Northern Ontario* is entering its second year of supporting and enhancing Northern Ontario's leading and emerging tourism experiences. Additional key strategic partners will be approached to join OTMPC and FedNor to lend additional support to this strategic investment in Northern Ontario tourism.

Building on the success of recent initiatives, the second year will offer an enhanced series of workshops for Northern Ontario tourism suppliers. The *Tourism Keys Workshops*, ([www.tourismkeys.ca](http://www.tourismkeys.ca)) which address customer relations management and effective web strategies for tourism businesses, will be introduced at the *2005 Ontario Tourism Marketing Summit* in October.

## Finding Your Way Outdoors

Consumer focus groups have helped OTMPC improve the Ontario Outdoor web site. More than 206,000 consumers have visited the site since its initial launch in March 2004. Planned to re-launch in October 2005, the new site directs consumers to industry partners through OTMPC's Outdoor Nature and Adventure Program. A 'getaway finder' search engine assists travellers in narrowing down their vacation requirements and creates more user-friendly information. Browse the new Ontario Outdoor web site: [www.ontariotravel.net/outdoor](http://www.ontariotravel.net/outdoor)



Ontario Outdoor | Home | About Us | What's New | News | Events | Contact Us | Privacy Policy | Terms of Use | Site Map

### Snow Adventures - Discover our Winter Wonderland

- 1. Snowmobile
- 2. Ice skating
- 3. Ice fishing
- 4. Snowshoeing
- 5. Skiing
- 6. Snow tubing

Plan your winter vacation with our interactive map. Discover the best snow adventures in Ontario. From snowmobiling to ice skating, we have it all. Find out more about the winter adventures in Ontario.

When you're looking for a winter adventure, we have it all. From snowmobiling to ice skating, we have it all. Find out more about the winter adventures in Ontario.

### Featured Day Skiing Adventures



Discover the best day skiing adventures in Ontario. From snowmobiling to ice skating, we have it all. Find out more about the winter adventures in Ontario.

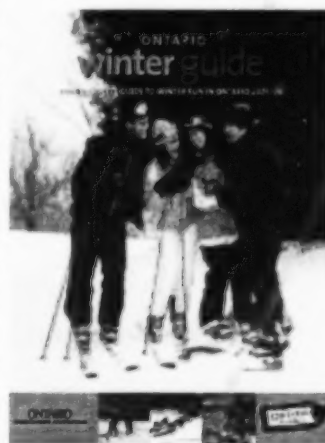
© 2005 OTMPC. All rights reserved.

Outdoor web site: [www.ontariotravel.net/outdoor](http://www.ontariotravel.net/outdoor)

## Winter Fun

OTMPC in partnership with the Ontario Snow Resorts Association (OSRA), Resorts Ontario and the Toronto Ski and Snowboard Show will promote Ontario's winter experiences. The second year of this partnership will see OTMPC and OSRA develop 50,000 copies of the *Ontario Winter Guide*.

The Toronto Ski and Snowboard Show, October 13-16, provided an excellent opportunity to distribute the publication.



Front cover: Ontario Winter Guide

## Selling Ontario in Michigan

Seven hundred people a day visit The Canada Store located in Michigan's number-one tourist destination: Mackinaw City.

Four million visitors flock to this small town every summer, just minutes from Mackinac Bridge. Algoma Kinniwabi Travel Association opened the storefront facility in 1999. Every May through October, visitors can receive travel information about Algoma Country and Ontario. Canadiana souvenirs are an integral part of the store but tourism is the focal point. They can find information for a day trip, an overnight stay or plan for a longer visit at another time.

For information on partnership opportunities, as well as the 'Canada Day 2006 Celebration', please contact Carol Caputo at the Algoma Kinniwabi Travel Association (705) 254-4293, 1-800-263-2546 or via e-mail [carol@algomacountry.com](mailto:carol@algomacountry.com)



The Canada Store: A glimpse inside.



# Northern Ontario

## Snowmobiling Paradise

OTMPC is currently working on the third year of the Snowmobile Paradise Ontario (SPO) campaign. An aggressive print and TV campaign has been in market since September and will run to January.

To reach near border markets, a double-page display ad will appear in *SuperTrax* Ontario (circ. 100,000), *SuperTrax* U.S. (circ. 150,000) and *SnowTech* (circ. 72,000), targeting Michigan, New York, Ohio, Pennsylvania, Wisconsin and Minnesota.

The print promotions will be complemented by a strong TV campaign from November to March on *SnowTrax* and *SnowTrails* TV.



Snowmobile magazine campaign double page display ad.

All advertising will drive consumers to the micro site: [www.ontariotravel.net/snowmobile](http://www.ontariotravel.net/snowmobile) which will be updated to include snowmobile getaway packages. Ensure your snowmobile packages are included. For further information contact Julie Larstone at OTMPC's northern office ([julie.larstone@mtr.gov.on.ca](mailto:julie.larstone@mtr.gov.on.ca)). Partner banner ad opportunities on the web site are available by contacting our sales department.

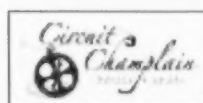
An e-mail will be sent to all avid snowmobilers who specifically request travel information.

## Snowmobile Consumer Shows

SPO will also be present at nine snowmobile consumer shows listed below.

Big East Snowmobile Show	Syracuse, NY	Sept. 30-Oct. 2
PSSA Snowmobile & ATV Show	York, PA	October 7-9
MSA Snowmobile Show	Grand Rapids, MI	October 7-9
Motorized Recreational Sport Show	Quebec City, QC	October 14-16
Toronto International Show	Toronto, ON	October 21-23
Snowmobile USA	Milwaukee, WI	October 21-23
Snowmobile USA	Novi, MI	November 4-6
Snowmobile USA	Green Bay, WI	November 10-12
American Recreation shows	Minneapolis, MN	November 11-13

## Circuit Champlain



Circuit Champlain, a new travel route following Samuel de Champlain's historic journey across Ontario, will be promoted through Destination Nord, OTMPC, Human Resources and Skills Development Canada (HRSDC), FedNor and the Northern Ontario Heritage Fund Corporation (NOHFC).

The new full-length feature film *Nouvelle France* (New France) will contain a 30-second clip promoting Circuit Champlain. Many Ontario partners are profiled in the movie, released on October 9th. A web site is in development, integrating with [www.ontariotravel.net](http://www.ontariotravel.net) and spring 2006 media FAMs are already being planned. The official illustrated Circuit Champlain calendar will be launched in December.



Promotional poster: *Nouvelle France*

# Overseas Activities

## Asia-Pacific Loves Ontario

OTMPC has been busy hosting media and trade visits including eight groups of Japanese journalists whose coverage generated PR value estimated at \$4.1 million.

The Japan Canada Specialist trade FAM, held in September, provided a great opportunity for media reps to experience Aboriginal culture on Manitoulin Island and then further enjoy legendary Killarney Provincial Park. OTMPC is also preparing for the Kanata Trade Show, set for October in Tokyo, Osaka and Nagano.

In cooperation with the CTC and Air Canada, we organized three media visits and one trade FAM from China. We're also readying for the Chinese International Travel Mart in November.

To aid development of another emergent market and with the assistance of the Korean offices of the CTC and Air Canada, OTMPC coordinated a Korean VIP trade visit of 10 tour companies. Next up is Showcase Canada in October, which takes place in Seoul.



Japan Canada Specialists Trade FAM

## Trade Education – Europe

In Germany and the UK, OTMPC will be participating in the CTC Workshops for Canada Specialists. The workshops are held in 5 German cities (Dusseldorf, Mainz, Stuttgart, Hamburg and Berlin) from October 19–25 as well as London on November 1 and Manchester on November 3.

In addition, OTMPC in partnership with all Canadian provinces and CTC Germany, will be participating in the Meier's Roadshow, an event held by Meier's Weltreisen, a large German tour operator.

In conjunction with its partnership with DER, OTMPC will attend Reiseakademie to train over 700 of its key agents in November.

During fall, OTMPC will host six product testing tours for the UK, Germany and Mexico for tour operators and their preferred agents.

## OTMPC Entices UK Travellers to Ontario



London Tube: Tanya Carty, OTMPC's UK representative, and Allan Owen, Air Canada.

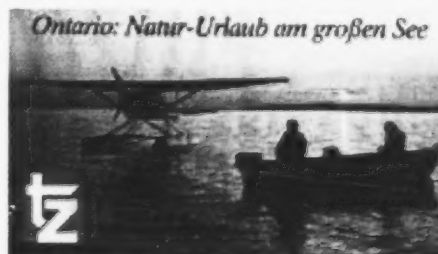
It is no secret that international in-bound travel to Ontario remains a key part of our province's visitor mix. Building on last year's success, new consumer and trade campaigns, in partnership with Tourism Toronto, ran from September 2 to October 7 to generate pre-Christmas bookings centred on Ontario/Toronto as exceptional travel value.

Air Canada joined in as airline partner, while tour operators included Airline Network Holidays, Thomas Cook Signature, Travel 4 in the UK, and Trailfinders in Ireland. Media plan included:

Name	Medium	Reach
London Underground	1,000 tube-car panels, 16 billboards at 7 rail stations	20,000,000 weekly
Sunday Times, Style, You Magazines	8-page, full-colour insert	800,000+
Heart 106.2	Three :30 radio spots	790,000
Sunday Times, Daily Telegraph, Mail on Sunday, Irish Independent	1/2 page (8 insertions)	4,500,000
Travel Trade Gazette, Travel Weekly, Travel Bulletin	Full page publication ads, matched to editorial features	250,000+

## OTMPC Media Specialists Leading the Charge in Europe

Ontario's Europe/Latin America media relations program continues to elicit interest and coverage for Ontario. During April to June 2005 just under \$3 million in PR value was generated as a direct result of the program. Throughout the fall period a number of planned media visits include: UK TV series *No Frontier*, filming in Toronto/Niagara; the UK *Guardian* researching a family holiday story in Muskoka; a German golf publication covering golf and resorts; as well as a German wine and cuisine feature on the Niagara Region.



German daily newspaper TZ (Tagesspiegel) promotes Ontario outdoor vacations.

# Other News

## OTMPC Clicking with Visitors

The interactive [www.ontariotravel.net/summer](http://www.ontariotravel.net/summer) web site invited families to discover their playful side at Muskoka, Blue Mountain, Sault Ste. Marie, Toronto and Ottawa. By the end of August, the summer micro site enticed more than 188,000 visits – more than four times the number in 2004. Almost 109,000 copies of the summer edition of *Ontario Travel Discoveries* were downloaded from the web site plus more than 7,300 subscriptions, were received.

An e-blast targeting the database of our strategic partner – Attractions Ontario – was extremely successful. More than 30% of consumers who received the e-mail opened it and 22% of those who opened it clicked on the links.

OTMPC will continue interactive developments to support signature experiences by refreshing [www.ontariotravel.net/snowmobile](http://www.ontariotravel.net/snowmobile) and [www.ontariotravel.net/gofish](http://www.ontariotravel.net/gofish) in November. Contests and on-line advertising will be key tactics to boost traffic to the sites.

## New OTICs Invite Travellers to Step-in and Experience Ontario

Ontario Travel Information Centres operate to benefit consumers and industry partners. The latest customer-centric programme is the sale of Ontario merchandise as mementos of signature attractions. Visitors will never forget their incredible Ontario experience. Branded merchandise – such as clothing, attractions passes and cook-books provided by Ontario Parks, Niagara Parks Commission and Resorts Ontario – can now be purchased at all 18 Ontario Travel Information Centres. GST rebate service is also available as is currency exchange at selected centres.



Ontario Travel Information Centre, Toronto

## Sales Opportunities

Travel industry partners are encouraged to join in our marketing programs. Current opportunities include:

Winter Micro Site Banner Ads	Bookings by: Oct. 24	Materials by: Oct. 24
Ontario Travel Discoveries Magazine (Summer 2006 edition)	Bookings by: Nov. 21	Materials by: Dec. 2
2006 Ontario Road Map	Bookings by: Nov. 21	Materials by: Nov. 28

There is still opportunity to purchase Snowmobile Magazine Co-ops, Snowmobile micro site, Fishing micro site and Outdoor micro site banner ads.

Please contact the Sales Department at [otmp.sales@mtr.gov.on.ca](mailto:otmp.sales@mtr.gov.on.ca) toll-free at 1-888-365-4422 or visit us on-line at [www.tourismpartners.com](http://www.tourismpartners.com) today for more information.

A chance to advertise at various Ontario Travel Information Centres now exists. For further details contact Jack Lynch, Travel Promotion Officer at 705-725-7276 or e-mail Jack at [jack.lynch@mtr.gov.on.ca](mailto:jack.lynch@mtr.gov.on.ca)

## Congratulations

Congratulations to Ted Day who has recently been appointed Director, Northern Marketing with OTMPC.

Congratulations as well to Mara Pezzutto who has been promoted to Senior Marketing Manager U.S. Mara will be responsible for the development and execution of OTMPC's integrated Strategic Marketing Plan for the U.S.

# OTMPC at Your Service

## Sales Opportunities

The OTMPC has a number of exciting advertising opportunities for partners, including the *Ontario Travel Discoveries* magazine, micro sites and more. For further information please contact us at [otmp.sales@mtr.gov.on.ca](mailto:otmp.sales@mtr.gov.on.ca), toll-free at 1-888-365-4422 or visit our web site at [www.tourismpartners.com](http://www.tourismpartners.com)

## Research

For border crossing monthly updates please visit us at: [www.tourismpartners.com](http://www.tourismpartners.com). To view the latest Travel Intentions Study, click on Tourism Research at [www.tourism.gov.on.ca](http://www.tourism.gov.on.ca)

## Consumer Travel Information

Visit [www.ontariotravel.net](http://www.ontariotravel.net) or call 1-800-ONTARIO.

## Ontario Travel Discoveries Magazine

For editorial inquiries, please contact [nicole.leaper@mtr.gov.on.ca](mailto:nicole.leaper@mtr.gov.on.ca) or 416-314-7378.

## OTMPC's Call Centre

OTMPC invites industry partners to brief the 1-800-ONTARIO call centre staff on your products or services. Please call us at 416-325-6846 for more information.

## OTICs

For brochure distribution opportunities at select Ontario Travel Information Centres please call 416-325-6656.

## Free Web Listing Opportunities

If your business is active in the Ontario tourism industry, register now and take advantage of a free listing on OTMPC's consumer web site [www.ontariotravel.net](http://www.ontariotravel.net). You can also submit tourism related festivals and events for display on the events calendar. Visit [www.tourismpartners.com](http://www.tourismpartners.com) and select Register Now.

## General Inquiries about OTMPC

Call 1-800-263-7836.



Ontario Travel Information Centre, Toronto

